

Chain: 11770000

Chain Name: SHOPRITE SUPER MKTS.

*** 07/28/97 Thru 10/26/97 *** Total Stores: 9

FULL PRICE	Cartons	SOM	BRANDED SAVINGS	Cartons	SOM
MARLBORO	9886.0	28.5%	DORAL	958.0	2.8%
NEWPORT	3366.0	9.7%	BASIC	355.0	1.0%
PARLIAMENT	2321.0	6.7%	CAMBRIDGE	216.0	0.6%
WINSTON	1891.0	5.4%	Other	921.0	2.7%
SALEM	1887.0	5.4%	Total	2450.0	7.0%
VIRGINIA SLI	1784.0	5.1%	PL/BLK & WHT	Cartons	SOM
Other	10742.0	31.0%	WORTH	377.0	1.1%
Total	31877.0	91.8%	Total	377.0	1.0%

** Qtr 3 - 1997 ** Total Stores: 9

FULL PRICE	Cartons	SOM
MARLBORO	10553.0	28.3%
NEWPORT	3650.0	9.8%
PARLIAMENT	2527.0	6.8%
WINSTON	2042.0	5.5%
SALEM	2003.0	5.4%
VIRGINIA SLI	1765.0	4.7%
Other	11602.0	31.1%
Total	34142.0	91.5%

BRANDED SAVINGS	Cartons	SOM
DORAL	986.0	2.6%
BASIC	458.0	1.2%
CAMBRIDGE	262.0	0.7%
Other	1065.0	2.9%
Total	2771.0	7.4%

PL/BLK & WHT	Cartons	SOM
WORTH	390.0	1.0%
Total	390.0	1.0%

** Qtr 2 - 1997 ** Total Stores: 9

FULL PRICE	Cartons	SOM
MARLBORO	12329.0	29.3%
NEWPORT	4179.0	9.9%
PARLIAMENT	2780.0	6.6%
SALEM	2479.0	5.9%
VIRGINIA SLI	1994.0	4.7%
WINSTON	1743.0	4.1%
Other	12880.0	30.6%
Total	38384.0	91.0%

BRANDED SAVINGS	Cartons	SOM
DORAL	1059.0	2.5%
BASIC	475.0	1.1%
CAMBRIDGE	344.0	0.8%
Other	1407.0	3.3%
Total	3285.0	7.7%

PL/BLK & WHT	Cartons	SOM
WORTH	476.0	1.1%
Total	476.0	1.1%

** Qtr 1 - 1997 ** Total Stores: 8

FULL PRICE	Cartons	SOM
MARLBORO	11184.0	27.2%
NEWPORT	4184.0	10.2%
SALEM	2576.0	6.3%
PARLIAMENT	2483.0	6.0%
VIRGINIA SLI	2073.0	5.0%
WINSTON	1988.0	4.8%
Other	13059.0	31.8%
Total	37547.0	91.3%

BRANDED SAVINGS	Cartons	SOM
DORAL	1215.0	3.0%
BASIC	372.0	0.9%
CAMBRIDGE	316.0	0.8%
Other	1173.0	2.9%
Total	3076.0	7.4%

PL/BLK & WHT	Cartons	SOM
WORTH	457.0	1.1%
Total	457.0	1.1%

** Qtr 4 - 1996 ** Total Stores: 8

FULL PRICE	Cartons	SOM
MARLBORO	11696.0	27.6%
NEWPORT	4248.0	10.0%
PARLIAMENT	2526.0	6.0%
WINSTON	2320.0	5.5%
SALEM	2287.0	5.4%
VIRGINIA SLI	2106.0	5.0%
Other	13518.0	31.9%
Total	38701.0	91.3%

BRANDED SAVINGS	Cartons	SOM
DORAL	1236.0	2.9%
BASIC	363.0	0.9%
CAMBRIDGE	346.0	0.8%
Other	1301.0	3.1%
Total	3246.0	7.6%

PL/BLK & WHT	Cartons	SOM
WORTH	427.0	1.0%
Total	427.0	1.0%

*** Distribution of RJR Information to unauthorized person(s) is prohibited ***

51846 5203

Chain: 11770000
Chain Name: SHOPRITE SUPER MKTS.

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
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TOTAL STORES	8	8	9	9	9
FULL PRICE					
MARLBORO	27.6%	27.2%	29.3%	28.3%	28.5%
NEWPORT	10.0%	10.2%	9.9%	9.8%	9.7%
PARLIAMENT	6.0%	6.0%	6.6%	6.8%	6.7%
WINSTON	5.5%	4.8%	4.1%	5.5%	5.4%
SALEM	5.4%	6.3%	5.9%	5.4%	5.4%
VIRGINIA SLI	5.0%	5.0%	4.7%	4.7%	5.1%
Other	31.8%	31.8%	30.5%	31.0%	31.0%
TOTAL	91.3%	91.3%	91.0%	91.5%	91.8%
BRANDED SAVINGS					
DORAL	2.9%	3.0%	2.5%	2.6%	2.8%
BASIC	0.9%	0.9%	1.1%	1.2%	1.0%
CAMBRIDGE	0.8%	0.8%	0.8%	0.7%	0.6%
Other	3.0%	2.7%	3.3%	2.9%	2.6%
TOTAL	7.6%	7.4%	7.7%	7.4%	7.0%
PL/BLK & WHT					
WORTH	1.0%	1.1%	1.1%	1.0%	1.1%
Other					0.1%
TOTAL	1.0%	1.1%	1.1%	1.0%	1.0%
Total Industry Volume					
Cartons	42374.0	41080.0	42145.0	37303.0	34704.0
Vol % Change	N/A	-3.05%	+2.59%	-11.48%	-6.96%
Industry Weekly Average					
Cartons	3259.5	3160.0	3241.9	2869.4	2669.5
Weekly Store Average					
Industry	407.43	395.00	360.21	318.82	296.61
RJR	83.67	81.76	68.16	62.51	59.37

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51846 5204

Chain: 11770000

Chain Name: SHOPRITE SUPER MKTS.

	Qtr 4 - 1996	Qtr 1 - 1997	Qtr 2 - 1997	Qtr 3 - 1997	07/28/97 Thru 10/26/97
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TOTAL STORES	8	8	9	9	9
TOTAL SOM					

RJR	20.5%	20.7%	18.9%	19.6%	20.1%
PM	47.7%	47.4%	49.8%	48.6%	48.8%
BAT	13.0%	13.1%	13.2%	13.8%	13.3%
LOR	16.8%	16.8%	16.2%	16.0%	15.7%
L&M	1.8%	1.9%	1.7%	2.0%	2.0%
OTH	0.1%	0.1%	0.2%	0.1%	0.1%
FULL PRICE					

RJR	16.3%	16.4%	15.0%	15.7%	16.0%
PM	46.0%	45.7%	47.8%	46.6%	47.1%
BAT	10.4%	10.7%	10.8%	11.8%	11.4%
LOR	16.8%	16.8%	15.8%	15.5%	15.3%
L&M	1.8%	1.9%	1.7%	2.0%	2.0%
OTH					
All Cigt	91.3%	91.3%	91.0%	91.5%	91.8%
BRANDED SAVINGS					

RJR	3.2%	3.2%	2.8%	2.9%	3.0%
PM	1.7%	1.7%	2.0%	2.0%	1.7%
BAT	2.6%	2.4%	2.4%	2.0%	1.9%
LOR			0.4%	0.5%	0.4%
L&M					
OTH	0.1%	0.1%	0.2%	0.1%	0.1%
All Cigt	7.6%	7.4%	7.7%	7.4%	7.0%
PL/BLK & WHT					

RJR	1.0%	1.1%	1.1%	1.0%	1.1%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	1.0%	1.1%	1.1%	1.0%	1.0%

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